

commodore



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For Immediate Release

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COMMODORE ANNOUNCES FIVE NEW
COMPUTER BOOKS FOR COMMODORE 64

NEW ORLEANS (SOFTCON 21 Feb) -- Commodore today announced a new line of self-teaching computer books for the COMMODORE 64. The announcement was made by Sig Hartmann, president of Commodore Software.

Hartmann said Commodore expects to publish more than a dozen new books for the COMMODORE 64 during 1984. The first five titles include:

- ADVANCED PROGRAMMING ON THE COMMODORE 64
- BUSINESS APPLICATIONS ON THE COMMODORE 64
- COMMODORE 64 ADVENTURES
- GRAPHIC ART ON THE COMMODORE 64
- MATHEMATICS ON THE COMMODORE 64

"We're already expanding our software sales to bookstores through major book distributors such as Ingram Books," Hartmann said. "We consider computer books to be a form of software, and Commodore is committed to providing all forms of software as well as hardware to our customers."

Michael S. Tomczyk, whose responsibilities at Commodore include commercial books, added that Commodore already has a strong foundation in commercial books. In 1983 Commodore sold over half a million programmers reference guides in the U.S. alone and topped the bestseller list in the nonfiction trade book category. The company's book-and-software sets such as "Introduction to BASIC" and "Zortek" have also been very successful. Recently, Commodore negotiated an agreement with Hayden Books which permits Commodore to offer four VIC-20 computer books in a boxed set for less than half their price if bought separately.

"The computer book business is a growth area for both the book and computer industries," Tomczyk said. "Unfortunately, end users have to wade through aisles of computer books looking for quality books. By purchasing books from a manufacturer such as Commodore, end users know they're buying books that have been screened, tested and 'blessed' by the same company that made their computer. That's really what Commodore is offering by being in the book business."

Commodore Software is the software division of Commodore Business Machines, Inc. (NYSE:CBU), which has sold more home computers than any other company.

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